
Customer Involvement in Transportation Decision-Making

*Tangible Result Driver – Dave Nichols,
Director of Program Delivery*

MoDOT seeks out and welcomes any idea that increases its options, because the department doesn't have all the answers. The department creates and preserves a transportation decision-making process that is collaborative and transparent, involving its customers in the determination of needs right through to the development, design and delivery of projects.



Customer Involvement in Transportation Decision-Making

Number of customers who attend transportation-related meetings

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Bob Brendel, Outreach Coordinator

Purpose of the Measure:

This measure gauges MoDOT's public involvement success. MoDOT does not make decisions regarding transportation improvement projects in a vacuum – they are made in collaboration with the general public, communities, elected officials, stakeholders, etc. As a part of the regular updates of Missouri Advance Planning initiative, and during the planning and design phase of projects, MoDOT conducts public meetings and hearings to involve the public in the decision-making process.

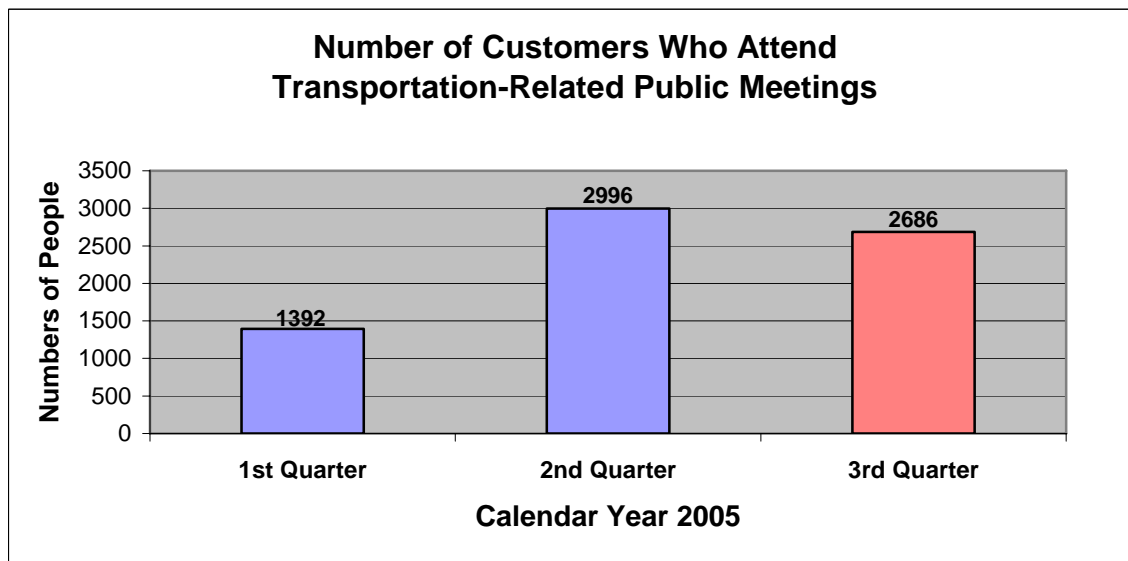
Measurement and Data Collection:

Attendance is determined by analyzing sign-in sheets utilized at public meetings.

Improvement Status:

During a time of year – the summer vacation season – when MoDOT would typically not hold a lot of project-related meetings, attendance still held steady as a result of Amendment 3-related projects that accounted for 44 percent of the total shown below (1193 of 2686). Fourteen meetings were held to seek public input on three major corridor projects that were approved by the Commission in May– Routes 36, 60 and 67. More than 800 persons attended those meetings.

At an August community relations “advance,” it was agreed that performance associated with this measure will be improved with development of a MoDOT public involvement guide (including best-practice examples), formulation of comprehensive public involvement plans at the project level, Community Relations involvement early in the project development process and proactive communications with the public and stakeholder groups.



**Desired
Trend:**



Customer Involvement in Transportation Decision-Making

Percent of customers who are satisfied with feedback they receive from MoDOT after offering comments

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Bob Brendel, Outreach Coordinator

Purpose of the Measure:

This measure tracks responses made by MoDOT to its customers. MoDOT routinely asks people who attend public meetings/hearings to submit comments that will be examined by the project team and that will become part of the project's official record. It is important that people who avail themselves of this opportunity know that their comments are taken seriously.

Measurement and Data Collection:

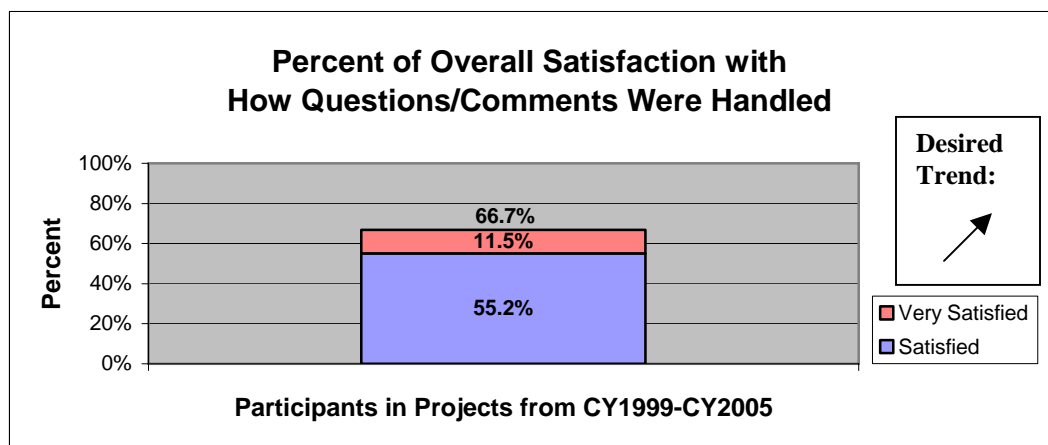
MoDOT Design, Community Relations and Organizational Results worked with the Missouri Transportation Institute to develop a survey instrument for persons who attend project-specific meetings and hearings. The initial survey was sent to more than 4,500 persons who had attended meetings in the last five years.

Improvement Status:

Survey results indicated two-thirds of those who submitted comments were satisfied with how MoDOT handled their comments. Within the last quarter the public survey was redesigned based upon MTI's experience with the previous surveys to enable additional insights into the perspective of attendees at outreach meetings. Since the initial survey, additional contact lists have been accumulated for recent projects and those persons are currently being surveyed. New data will be available for the next Tracker report.

While the current data is a positive reflection of how well customer comments and questions from project-specific meetings and hearings are addressed, staff has addressed ways to improve performance. At an August community relations "advance," it was agreed that performance associated with this measure is being improved with:

- Development of a MoDOT public involvement guide (including best-practice examples).
- Formulation of comprehensive public involvement plans at the project level.
- Community Relations involvement early in the project development process.
- Proactive communications with the public and stakeholder groups.



Customer Involvement in Transportation Decision-Making

Percent of customers who feel MoDOT includes them in transportation decision-making

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Machele Watkins, Transportation Planning Director

Purpose of the Measure:

This data will assist in identifying the effectiveness of MoDOT's project planning outreach efforts.

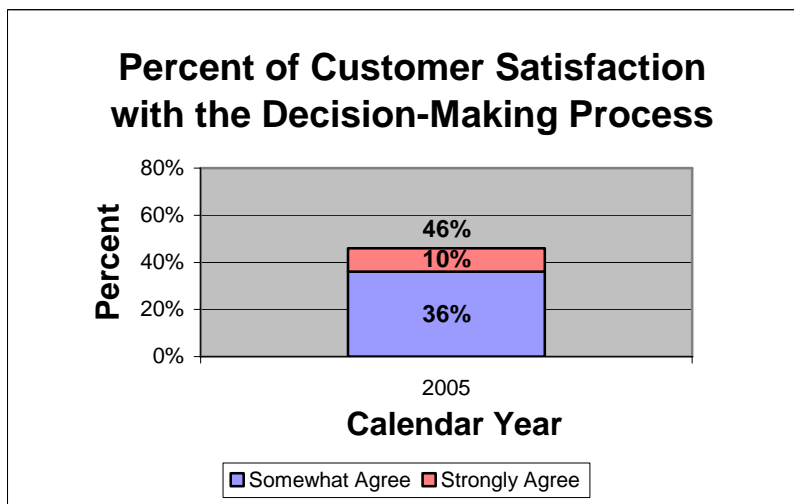
Measurement and Data Collection:

Data was collected through a statewide telephone survey conducted for MoDOT's long-range planning initiative called *Missouri Advance Planning*, or *MAP*. The survey effort included interviews with 3,100 Missourians with an overall margin of error of +/- 2.9 percent.

Improvement Status:

Forty-six percent of the sample feels MoDOT takes into consideration their concerns and needs when developing transportation decisions. However, 44 percent feels MoDOT does not take their concerns and needs into consideration when making transportation decisions. While this is a positive starting point, MoDOT anticipates that community outreach and communication efforts will result in greater public support in transportation decision-making.

Part of Transportation Planning's *MAP* effort is to increase and improve the public's involvement in transportation decision-making. To accomplish this, six groups have been created, called Regional Working Groups (RWG). These groups are made up of Missouri citizens that include economic development leaders, educators, farmers, bankers, community leaders and others. These groups met for the first time Sept. 14, 2005, and have a second round of meetings scheduled between Dec. 6 and Dec. 8. RWG members are helping MoDOT analyze transportation policies and strategies in an effort to plan for Missouri's transportation future. This form of public outreach provides customer involvement in transportation decision-making.



Desired Trend:



Customer Involvement in Transportation Decision-Making

Percent of positive feedback responses received from planning partners regarding involvement in transportation decision-making

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Bill Stone, Technical Support Engineer

Purpose of the Measure:

This measures MoDOT's efforts with planning partners (members of metropolitan planning organizations, regional planning organizations and others) in transportation-related decision-making. The percent of positive feedback through the surveys will display planning partners' involvement.

Measurement and Data Collection:

MoDOT Transportation Planning has worked with Missouri Transportation Institute to develop a survey for use at MoDOT administered meetings that measure planning partners' involvement in the transportation decision-making process.

Survey data for this quarter is available from individuals participating in MoDOT outreach efforts during the Planning Framework Quality Assurance/Quality Control (QA/QC) workshop Sept. 13, 2005, and the *Missouri Advance Planning* workshop Sept. 14. Survey answers were based on the following scale: strongly disagree, disagree, agree and strongly agree.

Improvement Status:

In the first quarter of Fiscal Year 2006, 44 surveys were completed, and 37 surveys indicated positive experiences and involvement in the outreach efforts. MoDOT worked with planning partners at the QA/QC workshop to identify top improvements needed in the planning process. MoDOT staff has developed actions to make these improvements and has requested involvement of external partners to assist in these actions. The following are the actions that were developed from the identified short-term improvements of the QA/QC workshop:

- Establish policy and procedure for cost participation, cost revisions and federal earmarks
- Negotiate and publish a planning framework schedule/timeline
- Convert current prioritization tool from a spreadsheet system to a database
- Update definitions in the Practitioner's Guide
- Clarify and communicate planning framework process and terms into easily understood format
- Develop consistent use of environmental factor and evaluation of one-lane bridges

